

## INVOICE



WFSB  
333 Capital Blvd  
Rocky Hill, CT 06067  
Main: (860)728-3333  
Billing: (404)325-4646

Invoice #	Invoice Date	Invoice Month	Invoice Period
499237-1	10/28/12	October 2012	10/01/12 - 10/22/12

Station	Account Executive	Sales Office	Sales Region
WFSB	Heather Uttley	HRP-WASHING	National

Billing Address:

Mentzer Media Services, Inc.  
Attention: Accounts Payable  
600 Fairmount Avenue  
Suite 306  
Towson, MD 21204

Send Payment To:

WFSB  
BOX 13034  
Newark, NJ 07188-0034

Advertiser	Product	Estimate Number
McMahon for Senate	LINDA MCMAHON 4 SENA	1517

Flight Dates	Order #	Alt Order #
10/19/12 - 10/22/12	499237	06382354

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
1021		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/19/12	10/19/12	CBS: THE EARLY SHOW	7am - 9am	----1--	:30	1	\$300.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ----1-- 1 \$300.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB F 10/19/12 8:37 AM CBS: THE EARLY SHOW 7am - 9am :30 LMFS12TV39H \$300.00 NM									
2	10/19/12	10/19/12	9am-10am	9am - 10am	----1--	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ----1-- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB F 10/19/12 9:50 AM 9am-10am 9am - 10am :30 LMFS12TV39H \$500.00 NM									
3	10/19/12	10/19/12	3pm-4pm Syndication	2:58pm-4pm	----1--	:30	1	\$200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ----1-- 1 \$200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB F 10/19/12 3:43 PM 3pm-4pm Syndication 2:58pm-4pm :30 LMFS12TV39H \$200.00 NM									
4	10/19/12	10/19/12	4p-5p Dr. Oz	4pm-5pm	----1--	:30	1	\$400.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ----1-- 1 \$400.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB F 10/19/12 4:25 PM 4p-5p Dr. Oz 4pm-5pm :30 LMFS12TV39H \$400.00 NM									
5	10/19/12	10/19/12	Inside Edition	7pm - 7:30pm	----1--	:30	1	\$1,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ----1-- 1 \$1,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB F 10/19/12 7:11 PM Inside Edition 7pm - 7:30pm :30 LMFS12TV39H \$1,500.00 NM									
6	10/20/12	10/20/12	Sa Late News	11PM - 11:35PM	-----1-	:30	1	\$1,900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----1- 1 \$1,900.00									

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Advertiser	Product	Estimate Number	
McMahon for Senate	LINDA MCMAHON 4 SENA	1517	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	10/20/12	10/20/12	Sa Late News	11PM - 11:35PM	-----1-	:30	1	\$1,900.00	NM
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Sa 10/20/12 Sa Late News 11PM - 11:35PM :00 \$1,900.00 NM Credited									
7	10/20/12	10/20/12	Eyewitness News Weeker	6am - 7am	-----1-	:30	1	\$375.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/15/12 10/21/12 -----1- 1 \$375.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Sa 10/20/12 6:24 AM Eyewitness News Weekend 6am - 7am :30 LMFS12TV39H \$375.00 NM									
8	10/20/12	10/20/12	7a-9a Sat. Eyewitness Ne	7am-9am	-----1-	:30	1	\$500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/15/12 10/21/12 -----1- 1 \$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Sa 10/20/12 7:25 AM 7a-9a Sat. Eyewitness New 7am-9am :30 LMFS12TV39H \$500.00 NM									
9	10/21/12	10/21/12	Eyewitness News Weeker	6am - 7am	-----1	:30	1	\$375.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/15/12 10/21/12 -----1 1 \$375.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 10/21/12 6:13 AM Eyewitness News Weekend 6am - 7am :30 LMFS12TV39H \$375.00 NM									
10	10/21/12	10/21/12	7a-9a Sun Eyewitness Ne	7am-9am	-----1	:30	1	\$500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/15/12 10/21/12 -----1 1 \$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 10/21/12 8:28 AM 7a-9a Sun Eyewitness News 7am-9am :30 LMFS12TV39H \$500.00 NM									
11	10/21/12	10/21/12	CBS Sunday Morning	9:00am - 10:30am	-----1	:30	1	\$1,100.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/15/12 10/21/12 -----1 1 \$1,100.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 10/21/12 8:59 AM CBS Sunday Morning 9:00am - 10:30am :30 LMFS12TV39H \$1,100.00 NM									
12	10/21/12	10/21/12	Patriots Football	1:00pm - 7:00pm	-----1	:30	1	\$12,000.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/15/12 10/21/12 -----1 1 \$12,000.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB Su 10/21/12 5:58 PM Patriots Football 1:00pm - 7:00pm :30 LMFS12TV39H \$12,000.00 NM									
13	10/22/12	10/22/12	CBS: THE EARLY SHOW	7am - 9am	1-----	:30	1	\$300.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/22/12 10/28/12 1----- 1 \$300.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WFSB M 10/22/12 8:53 AM CBS: THE EARLY SHOW 7am - 9am :30 LMFS12TV39H \$300.00 NM									
14	10/22/12	10/22/12	9am-10am	9am - 10am	1-----	:30	1	\$500.00	NM
Weeks: Start Date End Date MTWTFSS Spots/Week Rate 10/22/12 10/28/12 1----- 1 \$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									

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Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type																																		
14	10/22/12	10/22/12	9am-10am	9am - 10am	1-----	:30	1	\$500.00	NM																																		
<table><tr><th>Spots: #</th><th>Ch</th><th>Day</th><th>Air Date</th><th>Air Time</th><th>Description</th><th>Start/End Time</th><th>Length</th><th>Ad-ID</th><th>Rate</th><th>Type</th></tr><tr><td>1</td><td>WFSB</td><td>M</td><td>10/22/12</td><td>9:43 AM</td><td>9am-10am</td><td>9am - 10am</td><td>:30</td><td>LMFS12TV39H</td><td>\$500.00</td><td>NM</td></tr></table>										Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type	1	WFSB	M	10/22/12	9:43 AM	9am-10am	9am - 10am	:30	LMFS12TV39H	\$500.00	NM												
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	WFSB	M	10/22/12	9:43 AM	9am-10am	9am - 10am	:30	LMFS12TV39H	\$500.00	NM																																	
15	10/22/12	10/22/12	3pm-4pm Syndication	2:58pm-4pm	1-----	:30	1	\$200.00	NM																																		
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
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Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	WFSB	M	10/22/12	3:36 PM	3pm-4pm Syndication	2:58pm-4pm	:30	LMFS12TV39H	\$200.00	NM																																	
16	10/22/12	10/22/12	Inside Edition	7pm - 7:30pm	1-----	:30	1	\$1,500.00	NM																																		
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
	10/22/12	10/28/12	1-----	1	\$1,500.00																																						
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate	Type																																	
1	WFSB	M	10/22/12	6:59 PM	Inside Edition	7pm - 7:30pm	:30	LMFS12TV39H	\$1,500.00	NM																																	
17	10/22/12	10/22/12	Eyewitness News	11PM - 11:35PM	1-----	:30	1	\$1,900.00	NM																																		
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Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate																																						
	10/22/12	10/28/12	1-----	1	\$1,900.00																																						
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1	WFSB	M	10/22/12	11:23 PM	Eyewitness News	11PM - 11:35PM	:30	LMFS12TV39H	\$1,900.00	NM																																	
Total Spots							16																																				

Payment Terms Net 30 Days

<u>Gross Total</u>	\$22,150.00
<u>Agency Commission</u>	\$3,322.50
<u>Net Amount Due</u>	\$18,827.50

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